

### ABSTRACT

A method of optimizing a product factor is provided wherein factors associated with a product are received. ~~Moreover, all~~ including available shelf space sets which  
5 may be used to house the product, ~~are received and one~~ a factor to optimize is selected.

~~The invention utilizes~~ Furthermore, functional data for optimizing ~~one~~ a factor associated with a product, ~~is presented wherein~~ the functional data may contain one or  
~~more~~ factor data have relating to categories, financial data, product identification, and shelf space set data ~~are provided~~. The method may additionally employ Further, constant  
10 value data, ~~is included where~~ predetermined comprising values and/or logical expressions, and ~~are provided~~. Also, optimization instruction data, ~~is provided and~~ operable to determine an optimal value for a selected factor data.

~~Moreover, a~~ A system for optimizing product placement on store shelves is provided comprising a data collection set of executable instructions operable to collect  
15 factor data and a constraint set of executable instructions operable to receive predetermined values associated with the factor data. The system may ~~further comprise~~ an optimizing set of executable instructions, is operable to calculate an optimal value for at least one factor data.